RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

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(716) 634-9232
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July 25, 1997

RJR Account #356150
Mr. H. Bowen
LAVIN CANDY CO.

SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Harry:

WINSTON regular product has been ordered (see quantities listed below), as well as 13 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	WINSTON Brand Style	Case Size	#/ Cases
12300-11212	*Full Flavor Box*	12M	1

Product / Premium Arrival:	**August 11, 1997**
Ship Date to Retail:	**Week of: August 25, 1997**
SKU CUBE:	**1.7150**
SKU WT (w/o Product):	**6.6200 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$709.17**
Non-EFT $ Amount:	**$N/A**

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Source: https://www.industrydocuments.ucsf.edu/docs/zypy0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$28.00** **(1 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162301

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/zypy0000

Two free No Bull Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

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Source: https://www.industrydocuments.ucsf.edu/docs/zypy0000

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WHOLESALER : 356150 LAVIN CANDY CO., INC. <DIRECT>
TEMPLATE : 700649 70900 WIN SEP B2G LTRS
TEMPLATE SEQ : 0013
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162323	178080	NORMANS GROCERY	ST REGIS AVENUE	BLOOMINGDALE	NY	12913	1				(518)891-1890
162201	162323	619806	CODY'S GROCERY	2946 MILITARY TUR	WEST CHAZY	NY	12992	1				(518)561-6858
162201	162323	767109	E-M MARKET	156 BROADWAY	SARANAC LAKE	NY	12983	1				(518)891-2485
162301	162323	177788	CHUCK WAGON	121 BRINKERHOFF S	PLATTSBURGH	NY	12901	1				(518)563-6300
162301	162323	177852	LOUS GROCERY	38 SAILLY AVE	PLATTSBURGH	NY	12901	1				(518)563-6061
162301	162323	177923	H ROCKS GROCERY	ROUTE 22	SCHUYLER FALLS	NY	12985	1				(518)643-8028
162301	162323	402300	ST DENIS GROCERY	120 CORNELIA ST	PLATTSBURGH	NY	12901	1				(518)561-9369
162301	162323	498171	SOUTHSIDE GROCERY	4788 CRETE BLVD	PLATTSBURGH	NY	12901	1				(518)561-6788
162301	162323	679124	BYRD'S COUNTRY STOR	38 STATION RD	WILLSBORO	NY	12996	1				(518)963-7277
162301	162323	767981	BILL'S MINI MART	ROUTE 22B BOX 8A	MORRISONVILLE	NY	12962	1				(518)561-8500
162301	162323	787715	BORDERVIEW GROCERY	RT 11 & RIDGE ROA	CHAMPLAIN	NY	12919	1				(518)298-3050
162302	162320	508066	SHARKEY'S II	WICKER STREET	TICONDEROGA	NY	12883	1				(518)585-3577
162302	162320	766966	SHARKEY'S I	MONTCALM	TICONDEROGA	NY	12883	1				(518)585-7527

PAGE BREAK TOTAL ACCOUNTS 13 TOTAL QUANTITY 13

TEMPLATE TOTAL ACCOUNTS 13 TOTAL QUANTITY 13

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